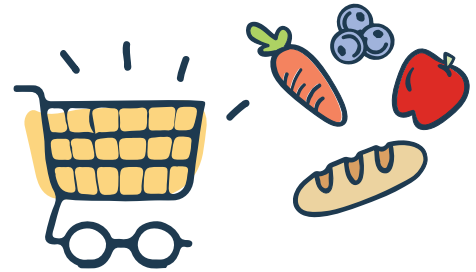


7 TIPS FOR AFFORDABLE HEALTHY EATING



1.

TAKE ADVANTAGE OF BARGAINS

- Scan the paper or online flyers and create a menu based on the discounts available. The “real” bargains are often found on the first and last pages.
- Use smartphone apps that show the lowest price for a food item among the various food chains (e.g. Reebee, Flipp, www.circulars.ca, etc.). Some websites offer this feature too.
- When prices are good, stock up.

2.

DON'T GO TO THE GROCERY STORE ON AN EMPTY STOMACH

When you're hungry, you spend more! Going shopping after a meal or having a snack before you go can be a good way to avoid false hunger and impulse buying.

3.

KEEP TO THE PERIMETER OF THE STORE AND AVOID GOING DOWN EVERY AISLE

- Spend more time browsing the aisles around the perimeter of the store: most fresh, minimally processed foods are found there (e.g. fresh fruit and vegetables, dairy products, eggs, tofu, meat, fish and poultry).
- Browse the aisles that have the other items you need: condiments, vinegars, oils, spices, tea, whole grain cereal products, canned fish or tomatoes, etc.

4.

COMPARE PRICES BETWEEN BRANDS AND FORMATS

- Look at the unit price or the price per 100 grams on the label to see which product is the best deal.
 - Private label: often less expensive than the name brand.
 - Check out the products on the top and bottom shelves, not just those at eye level.
- Buy in bulk when available. Since there are no packaging costs, prices are often lower.
- Opt for family-size items, especially when they're on sale. If necessary, stock up by freezing the extra quantities in convenient portions.

5.

LIMIT YOUR CONSUMPTION OF READY-TO-SERVE FOODS

Ready-to-serve foods (bags of washed and cut vegetables, roast chicken or ready-to-eat meals, frozen foods, soups, marinated meats, etc.) are often more expensive, and their nutritional value can sometimes leave something to be desired.



6.

CHOOSE THE RIGHT GROCERY STORE

- Avoid shopping at the corner store.
- Find out about the various supermarkets' pricing policies. Some of them match the discounts offered at competing banners (e.g. Walmart, Super C, Maxi, etc.).
 - While this approach can help your wallet, it does demand more of your time.
- Buy fruit and vegetables at the local market.
- Check out co-ops and so-called "ethnic" grocery stores, where you'll often find incredible price differences.
- For the same price, butchers and fish markets offer incomparable quality.

7.

AVOID WASTE!

- Food that's thrown away without being eaten is the most expensive of all. Every year, a lot of money is lost on wastage in the home.
- Check the best-before dates: the further away the date, the less likely the product will end up in the garbage can.
- Buy seasonal fruit and vegetables—it's when they're at their best!
- Give a second life to food that's no longer fresh by turning it into a new dish (e.g. soups, stews, vegetable or fruit purées, fruit smoothies, etc.).
- When possible, freeze leftovers that you don't have time to use in a new dish fairly quickly: wilted vegetables, ripe bananas, leftover chicken or meat, etc.

